ABSTRACT

Transfer file format, system, signal, and method for performing distribution of media content across computer networks. Transfer file and signal includes signature identifying format of file, header containing information about various parts of transfer file, asset metadata describing technical details about media content, media content that is capable of being displayed to user by client computer system using media player program, and user metadata that is capable of being displayed to user. Server is capable of connection to asset metadata database, file system, and user metadata database, and includes extractor module for retrieving asset metadata from media asset database, media content from file system, and user metadata from user metadata database, and assembling them into transfer file. Extractor module places header and signature in transfer file, and transfer file is sent across computer network to clients that parse and install parts of transfer file into local systems.